

Ocracoke Visitor's Bureau Projected Budget FY 2015-16

Project	Line Item	Line Item Cost	Timeline	Additional Info
Staff	OVV Director	\$40,000	July 2015-June 2016	\$10,000 match from Hyde County
Analytics	ArrivaList Analytics Co-op via Visit NC	\$6,000	July 2015-June 2016	
Consulting Services	Marketing consultant/branding	\$30,000	Late Aug - Early Dec 2015	
Ocracokevillage.com				
Redesign	Web design services	\$8,500	January 2016	
	Web hosting/site maintenance	\$1,500	January 2016-June 2016	
Media package	VisitNC.com Enhanced Listing	\$750	August 2015-July 2015	Work with OCBA to compose
	VisitNC.com Targeted Search	\$250	July 2015 - June 2016	
	VisitNC.com Four featured event listings	\$600	Fall & Spring	Pick 2 events in spring & fall to feature for 30-days
	Strategic advertising- print & digital	\$7,500	January - June 2016	As determined by marketing consultant
Travel	Travel to meetings, conferences, events	\$2,900	July 2015-June 2016	
Equipment	Equipment including hardware/software	\$1,000	July 2015-June 2016	
Departmental Expense	Supplies	\$1,000	July 2015-June 2016	
TOTAL		\$100,000		

Attachment 2:
Proposed Budget 2015-16
Hyde County Office of Planning Economic Development

	2014-2015	2015-2016
	DEPARTMENT	Department
ACCOUNT NAME	Approved	Requested
PLANNER		
SALARY*	\$ 83,358.93	\$ 117,358.93
FICA TAX EXPENSE*	\$ 6,407.56	\$ 9,008.56
GROUP INSURANCE EXPENSE*	\$ 15,624.00	\$ 24,596.48
RETIREMENT EXPENSE LOCAL*	\$ 6,005.52	\$ 8,409.32
TELEPHONE	\$ 1,500.00	\$ 1,500.00
CELL PHONE	\$ 1,200.00	\$ 1,200.00
LONGEVITY PAY	\$ 400.00	\$ 400.00
TRAVEL*	\$ 10,000.00	\$ 12,900.00
DEPARTMENTAL EXPENSE*	\$ 2,000.00	\$ 3,000.00
ECO DEV CONSULT SERVICE	\$ 6,000.00	\$ 6,000.00
DUES	\$ 540.00	\$ 540.00
EQUIPMENT*	\$ 500.00	\$ 1,500.00
COMPUTER MAINTENANCE	\$ 3,000.00	\$ 3,000.00
Printing and promotions	\$ 1,500.00	\$ 1,500.00
STRATEGIC Plan Update	\$ 1,000.00	\$ 1,000.00
Leadership Development	\$ 1,000.00	\$ 1,000.00
ArrivaList Analytics Co-op via Visit NC*		\$ 6,000.00
Marketing consultant/branding*		\$ 30,000.00
Web design services*		\$ 8,500.00
Web hosting/site maintenance*		\$ 1,500.00
VisitNC.com Enhanced Listing*		\$ 750.00
VisitNC.com Targeted Search*		\$ 250.00
VisitNC.com Four featured event listings*		\$ 600.00
Strategic advertising- print & digital*		\$ 7,500.00
TOTAL PLANNER	\$ 140,036.01	\$ 248,013.29

*Budget Line Items increased using Ocracoke Occupancy Tax Funds

Other Information Relative to Request

Ocracoke Tourism Marketing Research
Presentation & Appendix

Ocracoke Tourism Marketing Research

Office of Planning & Economic Development
County of Hyde
February 2, 2015



Findings – Sales & Use Tax collected countywide

	2010	2011	2012	2013	2014
January	\$43,170.81	\$56,806.82	\$56,017.99	\$69,274.84	\$71,486.44
February	\$56,193.76	\$59,976.72	\$64,360.35	\$51,287.66	\$64,778.48
March	\$66,879.14	\$55,669.01	\$64,729.49	\$74,130.55	\$54,418.86
April	\$63,218.71	\$55,707.09	\$77,224.74	\$79,944.76	\$74,713.06
May	\$93,840.94	\$116,198.71	\$96,861.60	\$88,311.13	\$89,189.22
June	\$108,100.80	\$116,944.55	\$126,935.35	\$119,640.93	\$129,895.93
July	\$142,502.39	\$163,383.40	\$176,004.29	\$140,682.70	\$174,773.19
August	\$179,404.86	\$186,361.81	\$181,566.35	\$201,218.65	\$179,278.63
September	\$134,183.61	\$126,191.48	\$151,961.12	\$163,871.03	\$174,510.40
October	\$113,645.19	\$94,759.65	\$122,876.36	\$124,974.41	\$125,744.15
November	\$114,507.21	\$95,467.11	\$178,766.59	\$102,668.89	\$107,894.97
December	\$41,483.11	\$75,455.92	\$67,755.63	\$78,838.52	\$79,873.51
TOTALS	\$1,157,130.53	\$1,201,922.27	\$1,365,060.76	\$1,294,754.49	\$1,326,556.84

Data source: NC Dept. of Revenue, Sales & Use Tax, Total Allocations Before Adjustment

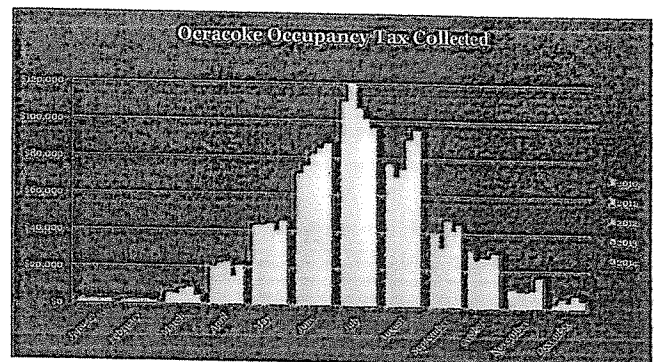
Initial	2010	2011	2012	2013	2014
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Findings – Ocracoke occupancy tax

	2010	2011	2012	2013	2014
January	\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02
February	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79
March	\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17
April	\$19,549.21	\$22,114.77	\$22,804.03	\$14,802.28	\$20,856.63
May	\$42,810.73	\$42,896.56	\$43,789.50	\$39,265.75	\$45,103.26
June	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90
July	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$95,218.32
August	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	\$95,106.39
September	\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56
October	\$31,435.91	\$25,958.97	\$27,221.20	\$26,768.03	\$29,410.53
November	\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12
December	\$2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	\$4,032.79
TOTALS	\$415,178.55	\$411,193.22	\$427,250.03	\$425,657.60	\$446,380.48

*90% managed by Ocracoke OT Board, 10% to County Finance Dept. for administrative fees

Findings – Ocracoke occupancy tax

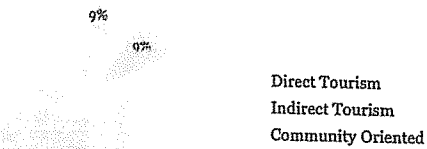


Initial	2010	2011	2012	2013	2014
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Initial	2010	2011	2012	2013	2014
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Findings – Current tourism marketing

FY 14-15 Ocracoke Occupancy Tax Appropriations



SWOT analysis

- **Strengths:**
 - Good location, unique attractions
 - Dedicated, repeat customer base
 - Pro-active businesses owners, managers
 - Ocracoke walking map
 - Events & festivals throughout the year
- **Weaknesses:**
 - Lack of cohesion, unified information, inefficient use of funds
 - Little accountability & follow up
 - Relatively weak web presence
 - Missing out on regional & statewide networks of tourism promotion
- **Opportunities:**
 - Increase tourism in Spring & Fall
 - Collaboration with existing regional/state networks
 - Tap into adjacent markets
 - New & improved web presence
 - Generate revenue specifically for tourism
- **Threats:**
 - Turnover in OOA, OT Board & Chamber
 - Competition for limited funding via OT Board & general fund
 - Tension between Ocracoke & mainland
 - ORV pass, Hwy 2, Ferry route

Other approaches to tourism

- **Occupancy rate comparison**
 - Majority of NC coastal towns & counties have 5-6% occupancy tax rate
 - Carteret & Dare Counties = 5%
 - Majority of counties that border coastal counties are also 5-6%
 - Authorization by NC General Assembly required to raise rate
- **Hyde is 1 of 2 counties to use occupancy tax for any lawful purpose**
 - Typically use of revenue is restricted to:
 - Tourism promotion
 - Beach nourishment
 - Convention centers, performing arts centers
- **Administered by tourism development authority (TDA), visitors bureau, or local government**

Other approaches to tourism

- **State networks**
 - Visit NC
 - Promotion & technical assistance to communities
 - Official NC travel guide, welcome centers
 - Tourism Resource Assistance Center
- **Regional networks**
 - Northeast Tourism group (NET)
 - Liaison to state tourism agencies
 - Collaborative marketing
 - Regional trail & group tour development
 - Coast Host
- **Chambers of Commerce**
 - Promote tourism as a way to support businesses development

NORTH CAROLINA

NORTH CAROLINA
TOURISM





Thank you

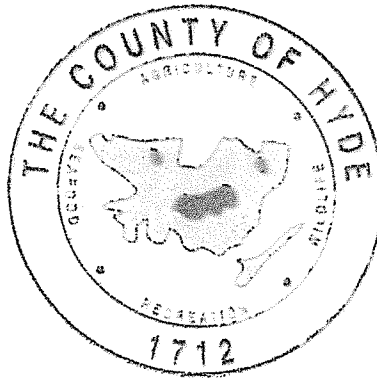
Please see Appendix for further details

Findings – Current tourism marketing

Direct Tourism \$55,250.00
 Indirect Tourism \$94,550.00
 Community Oriented \$489,682.00

Direct	Amount	Line Item	Community	Amount	Line Item
	\$30,000	Lewis Advertising		\$45,250	Community Center
	\$10,000	OCBA Travel/Tourism Director		\$14,497	Community Center Repairs
	\$12,750	OCBA Tourism promotion		\$5,000	Boy Scouts
	\$2,500	Hyde Chamber		\$48,000	Ocracoke Community Park
TOTAL	\$55,250			\$10,000	OPS
Indirect	Amount	Line Item		\$80,000	OVFD
	\$10,000	Lifeguards		\$1,590	Frieds of the Library
	\$26,000	Pirate Jamboree		\$180,000	Hyde EMS
	\$2,000	British Cemetery Ceremony		\$35,000	Ocracoke Child Care
	\$12,050	Fourth of July		\$21,345	Ocracoke Child Care
	\$4,500	Ocracoke Festival		\$7,500	McClees Consulting
TOTAL	\$54,550			\$40,500	WQVW
			TOTAL	\$489,682	

Indirect	\$	Direct	\$	Total	\$
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Appendix

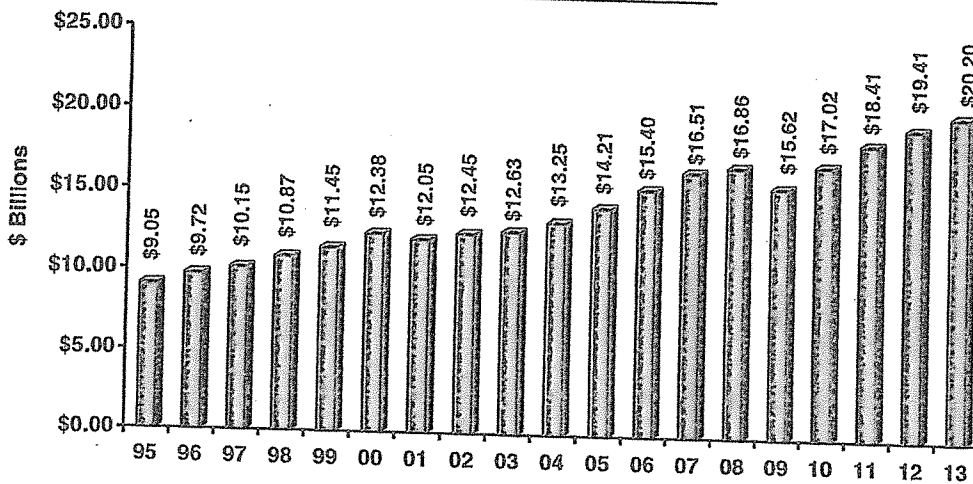
Ocracoke Tourism Marketing Research
Office of Planning and Economic Development
County of Hyde
February 2, 2015

FAST FACTS

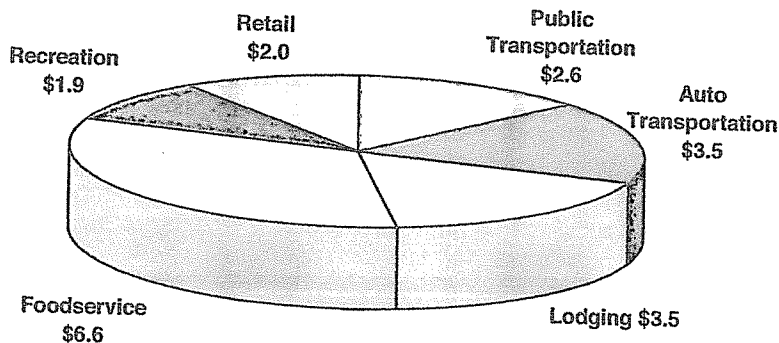
2013 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2013, domestic travelers spent \$20.2 billion across the state, a 4% increase from last year, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported 197,690 jobs for North Carolina residents, up 2% from 2012 and a record high employment figure.*
- The tourism industry contributed \$4.6 billion to the state's payroll in 2013.*
- Traveler spending generated over \$3.0 billion in tax receipts: *
 - \$1.4 billion in federal, \$1.0 billion in state and \$597.3 million in local tax revenue.
- North Carolina ranks sixth in total person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.

Annual NC Visitor Expenditures*



Impact of Tourism on Economy by Sector (\$billions)



2013 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$613 (-7.6%)
North Carolina Average Visitor Party Spending	\$517 (-4.4%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$574 (-11.5%)
North Carolina <i>Resident</i> Visitor Party Spending	\$387 (+13.0%)

2013 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$561 (-13.2%)
<i>Out-of-State</i> Business Travel Party Spending	\$620 (-14.4%)
<i>NC Resident</i> Business Travel Party Spending	\$431 (-0.3%)
Average Overnight Leisure Travel Party Spending	\$526 (-0.6%)
<i>Out-of-State</i> Leisure Travel Party Spending	\$587 (-8.6%)
<i>NC Resident</i> Leisure Travel Party Spending	\$385 (+15.8%)

Research

Home Research Visitation Research Inquiry Reports App

NC Fast Facts

Economic Impact

Visitation Research

Lodging Reports

International Research

Text Data

Ancillary Tourism Research

VisitNC.com

NCFilm.com

VisitNCWine.com

RetireNC.com

SportsNC.com

VisitNCFarms.com

N.C. Zoological Park

N.C. Aquariums

NC.gov

N.C. Parks

N.C. Historic Sites

N.C. Arts Council

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County	Expenditures \$(millions)	Payroll \$(millions)	Employment (thousands)	State Tax \$(millions)	Local Tax \$(millions)
Alamance	163.80	25.39	1.31	9.36	2.78
Alexander	19.12	2.60	0.11	0.98	0.73
Alleghany	22.00	3.84	0.18	1.03	1.45
Anson	16.19	1.92	0.10	0.92	0.39
Ashe	47.71	6.83	0.37	2.41	2.52
Avery	104.97	23.32	1.18	5.18	4.57
Beaufort	70.99	8.97	0.43	3.53	4.14
Bertie	12.73	1.23	0.05	0.69	0.69
Bladen	36.42	3.73	0.19	2.14	1.01
Brunswick	470.58	85.71	5.03	21.38	28.24
Buncombe	901.28	190.21	9.79	44.93	29.07
Burke	86.59	12.20	0.66	4.87	2.39
Cabarrus	371.87	80.08	3.98	20.85	6.51
Caldwell	47.69	7.00	0.33	2.56	1.44
Camden	1.92	0.21	0.01	0.10	0.15
Carteret	302.77	52.93	3.06	13.38	17.76
Caswell	7.96	0.80	0.04	0.37	0.55
Catawba	232.04	40.82	2.15	12.48	6.72
Chatham	30.77	3.59	0.17	1.77	0.55
Cherokee	37.03	5.48	0.30	1.72	2.15
Chowan	18.72	2.70	0.14	0.89	1.15
Clay	12.51	1.33	0.06	0.51	1.36
Cleveland	91.95	12.89	0.63	5.32	1.58
Columbus	49.59	5.77	0.29	2.78	1.32
Craven	120.75	22.30	1.03	6.48	2.59
Cumberland	471.99	84.94	4.22	24.81	9.73
Cumtuck	137.71	25.08	1.50	5.79	6.28
Dare	953.04	191.73	11.75	44.78	42.64
Davidson	142.77	19.47	0.94	7.81	4.49
Davie	33.60	5.88	0.28	1.82	0.57
Duplin	36.96	4.12	0.20	2.10	1.17
Durham	657.17	131.18	7.64	34.45	21.50
Edgecombe	53.58	7.15	0.35	2.91	0.92
Forsyth	753.77	124.54	6.26	43.46	13.44
Franklin	21.05	2.38	0.12	1.14	0.52

Gales	6.02	0.50	0.02	0.36	0.22
Graham	24.84	4.16	0.25	1.14	1.62
Granville	44.43	5.34	0.29	2.52	1.20
Greene	5.45	0.52	0.03	0.30	0.19
Guilford	1,206.74	289.97	12.45	61.20	26.77
Halifax	84.29	9.80	0.51	5.07	1.99
Harnett	74.55	10.32	0.56	4.00	1.64
Haywood	155.38	31.46	1.61	8.42	5.69
Henderson	233.25	40.52	2.05	10.37	9.85
Hertford	26.19	3.22	0.17	1.53	0.64
Hoke	10.76	1.29	0.07	0.59	0.16
Hyde	32.36	6.06	0.37	1.50	1.71
Iredell	212.61	32.04	1.69	11.47	6.43
Jackson	163.03	36.55	1.61	8.94	7.37
Johnston	204.51	30.35	1.66	11.19	5.04
Jones	3.91	0.52	0.02	0.23	0.12
Lee	67.99	11.60	0.60	3.82	1.32
Lenoir	79.93	12.93	0.62	4.36	1.50
Lincoln	48.28	7.54	0.36	2.62	1.41
Macon	140.85	23.66	1.18	6.21	11.08
Madison	32.83	6.19	0.31	1.66	1.48
Martin	28.96	4.20	0.22	1.55	0.69
McDowell	50.76	7.37	0.40	2.61	1.79
Mecklenburg	4,610.04	1,506.21	46.53	214.78	110.87
Mitchell	21.06	3.11	0.16	0.91	0.89
Montgomery	25.58	2.52	0.11	1.16	2.57
Moore	409.97	69.43	5.14	20.58	12.10
Nash	257.73	48.62	2.83	13.24	6.81
New Hanover	477.68	105.41	5.46	22.82	19.02
Northampton	13.09	1.47	0.05	0.57	1.08
Onslow	210.49	37.77	1.73	10.70	7.70
Orange	168.59	31.00	1.70	8.94	3.57
Pamlico	16.24	1.87	0.08	0.66	1.75
Pasquotank	55.04	8.13	0.46	2.97	1.22
Pender	84.18	14.12	0.76	3.97	5.80
Perquimans	9.83	1.15	0.04	0.40	1.08
Person	32.81	3.94	0.21	1.89	0.71
Pitt	205.67	39.33	1.98	10.46	4.45
Polk	23.30	3.24	0.18	1.19	1.28
Randolph	124.53	18.47	0.92	7.36	1.96
Richmond	44.20	7.61	0.40	2.29	0.81
Robeson	127.57	18.49	1.05	7.24	2.48
Rockingham	61.81	9.85	0.51	3.21	1.48
Rowan	145.28	23.06	1.25	7.56	4.62
Rutherford	150.51	20.73	1.14	8.80	4.43
Sampson	46.11	5.77	0.28	2.52	1.42
Scotland	39.20	6.22	0.35	2.12	0.67
Stanly	70.68	9.04	0.46	4.02	2.05
Stokes	22.15	2.75	0.13	1.11	0.85
Surry	110.66	15.53	0.78	6.00	2.30
Swain	187.99	51.75	2.11	11.49	3.95
Transylvania	84.26	14.83	0.74	3.20	3.75
Tyrrell	3.46	0.32	0.01	0.16	0.32
Union	112.76	17.10	0.91	6.12	2.01

Wake	1,883.01	572.89	20.27	89.11	49.53
Warren	25.65	3.03	0.13	0.92	2.19
Washington	14.36	1.83	0.09	0.76	0.59
Watauga	216.72	48.45	2.52	10.64	8.32
Wayne	147.46	19.06	0.99	8.93	2.18
Wilkes	67.48	9.62	0.51	3.24	1.58
Wilson	104.04	14.83	0.80	5.98	1.94
Yadkin	33.39	5.57	0.33	1.76	0.80
Yancey	32.78	5.17	0.23	1.44	2.27

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NC Fast Facts

Economic Impact

TSA

TEIM

Wine & Grape

Visitation Research

Lodging Reports

International Research

Tax Data

Ancillary Tourism Research

VisitNC.com

NCFilm.com

VisitNCWine.com

RetireNC.com

SportsNC.com

VisitNCFarms.com

N.C. Zoological Park

N.C. Aquariums

NC.gov

N.C. Parks

N.C. Historic Sites

N.C. Arts Council

These county-by-county travel economic impact statistics are prepared annually by the Research Department of the US Travel Association for the N.C. Department of Commerce. The data for the analysis are located at the bottom of this page.

In addition to the direct visitor spending estimates for all 100 NC counties, county level employment, payroll and tax revenues as a result of direct visitor spending are included.

This research was gathered using the

To use this information in a press release or reference it in any way, the name of the study is "The Economic Impact Of Travel On North Carolina Counties." The credit line should read: "This study was prepared for the North Carolina Department of Commerce by the US Travel Association."

Year	Revenues (\$ millions)	Change from previous year
2013	\$32.36	1.16 %
2012	\$31.99	0.95 %
2011	\$31.69	2.55 %
2010	\$30.90	11.56 %
2009	\$27.70	-1.46 %
2008	\$28.11	3.00 %
2007	\$27.29	-4.11 %
2006	\$28.46	3.53 %
2005	\$27.49	7.59 %
2004	\$25.55	3.95 %
2003	\$24.58	1.53 %
2002	\$24.21	-1.26 %
2001	\$24.52	3.63 %
2000	\$23.66	2.20 %
1999	\$23.15	18.54 %
1998	\$19.53	17.93 %
1997	\$16.56	0.49 %
1996	\$16.48	3.26 %
1995	\$15.96	8.06 %
1994	\$14.77	11.30 %
1993	\$13.27	12.55 %
1992	\$11.79	3.97 %
1991	\$11.34	4.71 %

Domestic tourism in Hyde County generated an economic impact of \$32.36 million in 2013. This was a 1.16 % change from 2012.

In 2013, Hyde County ranked 73 in travel impact among North Carolina's 100 Counties.

More than 370 jobs in Hyde County were directly attributable to travel and tourism.

Travel generated a \$6.06 million payroll in 2013.

State and local tax revenues from travel to Hyde County amounted to \$3.21 million. This represents a \$553.35 tax saving to each county resident.

Area attractions include the Ocracoke Island portion of Cape Hatteras National Seashore, Ocracoke Island Lighthouse, Swans Quarter National Wildlife Refuge and Lake Mattamuskeet.

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Hyde County 2014 2nd Quarter

County Employee Roster Contact: (919) 733-1530

Countywide Employee Development Contact: (919) 733-4151

Top Employers

Rank	Company	Industry	Employment Range
1	Dept Of Public Safety	Public Administration	100-499
2	Hyde County Board Of Education	Education & Health Services	100-499
3	Roadside Farm, Inc	Nature Resources and Mining	100-499
4	County Of Hyde	Public Administration	100-499
5	Donohoe & Sons Realty	Real Estate Activities	50-99
6	N.C. Dept Of Transportation	Public Administration	50-99
7	Locke, Johnston & Co., Inc	Education & Health Services	50-99
8	Fairfax Sales Corp	Trade, Transportation & Utilities	50-99
9	Marshall Wood Siding	Manufacturing	50-99
10	Nature's Best Fish Processing	Trade, Transportation & Utilities	50-99
11	Islands Pub	Leisure & Hospitality	Beats 50
12	Swains Land Development Co Inc	Construction	Beats 50
13	Dan Inc	Leisure & Hospitality	Beats 50
14	R.C. Graham Construction Corp	Construction	Beats 50
15	National Park Service	Leisure & Hospitality	Beats 50
16	Crescent State Bank & Trust	Trade, Transportation & Utilities	Beats 50
17	Back Porch Restaurant Inc	Leisure & Hospitality	Beats 50
18	Flynn Motor Cuts	Leisure & Hospitality	Beats 50
19	Jelly Roger Pub & Bar & Grill	Leisure & Hospitality	Beats 50
20	Precision Fabric Co	Manufacturing	Beats 50
21	Jason's Restaurant	Leisure & Hospitality	Beats 50
22	Prosser Custom Farming Llc	Nature Resources and Mining	Beats 50
23	Williams Markets Inc	Trade, Transportation & Utilities	Beats 50
24	App Army Security Solutions Inc	Construction	Beats 50
25	East Coast Development	Trade, Transportation & Utilities	Beats 50

SWAN QUARTER to OCRACOKE

VEHICLES AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	295	485	548	990	354	323	311	377	1,110	427
FEBRUARY	390	500	512	1,033	394	351	323	334	1,104	369
MARCH	683	702	824	986	524	577	591	651	1,011	587
APRIL	767	1,082	872	935	1,086	835	824	964	987	1,015
MAY	1,361	1,364	1,422	1,739	1,426	1,415	1,303	1,948	1,608	1,609
JUNE	1,700	1,490	1,945	2,165	1,324	1,999	1,510	2,455	2,131	2,259
JULY	1,964	1,750	2,270	2,407	1,577	2,301	2,030	2,249	2,252	2,291
AUGUST	1,477	1,559	2,005	2,088	1,438	1,743	1,492	1,658	2,062	2,233
SEPTEMBER	1,036	1,230	1,406	1,042	1,148	1,373	4,080	1,485	1,501	1,429
OCTOBER	1,077	1,004	1,306	1,152	1,019	1,379	2,992	946	860	1,320
NOVEMBER	786	778	818	678	849	691	566	2,076	602	739
DECEMBER	537	524	564	433	405	373	466	880	886	558
TOTALS	12,073	12,468	14,492	15,648	11,544	13,360	16,488	16,023	16,114	14,836

PASSENGERS AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	513	673	767	1,265	642	553	653	717	1,917	837
FEBRUARY	649	711	690	1,387	644	750	658	741	2,025	697
MARCH	1,235	1,168	1,267	1,734	1,146	1,055	1,146	1,470	2,032	1,173
APRIL	1,317	2,056	1,693	1,715	2,876	1,988	1,818	2,189	1,950	2,170
MAY	2,652	2,561	2,745	3,651	2,896	3,256	2,904	4,296	3,536	3,534
JUNE	3,757	3,263	4,312	5,157	3,318	5,093	3,775	5,696	5,201	5,489
JULY	4,695	4,202	5,765	6,080	4,084	6,254	5,457	5,860	5,976	5,761
AUGUST	3,256	3,596	4,763	5,212	3,761	4,512	3,828	4,127	5,227	5,759
SEPTEMBER	1,969	2,361	2,947	2,051	2,515	3,093	8,924	3,244	3,281	3,064
OCTOBER	1,900	1,840	2,579	2,298	2,171	2,867	6,728	1,953	1,175	2,691
NOVEMBER	1,316	1,319	1,472	1,318	1,694	1,398	1,146	4,310	1,144	1,433
DECEMBER	853	913	962	833	799	699	1,025	1,680	1,797	1,027
TOTALS	24,112	24,663	29,962	32,701	26,546	31,518	38,062	36,283	35,261	33,635

CEDAR ISLAND to OCRACOCKE

VEHICLES AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	811	959	979	602	786	576	636	547	557	531
FEBRUARY	1,016	887	813	596	942	472	744	564	458	565
MARCH	2,325	2,171	2,105	2,190	1,660	1,444	1,316	1,395	1,284	1,033
APRIL	3,086	3,851	3,687	3,339	3,497	3,042	3,154	2,963	2,283	2,072
MAY	5,136	4,879	4,488	4,464	4,553	4,160	4,239	3,759	3,308	3,393
JUNE	5,847	5,129	5,506	4,888	4,294	4,750	4,426	4,268	3,758	4,004
JULY	6,692	5,612	5,815	4,927	4,748	5,099	5,037	4,081	3,800	3,518
AUGUST	5,196	4,884	4,943	4,463	3,862	4,058	3,186	3,222	3,466	3,052
SEPTEMBER	3,067	4,476	4,483	2,933	3,717	3,394	2,990	3,492	3,260	2,939
OCTOBER	3,677	3,908	4,408	3,631	3,324	3,276	3,781	2,826	2,649	2,642
NOVEMBER	2,012	1,858	1,884	1,634	1,457	1,639	1,376	2,074	1,152	1,083
DECEMBER	1,151	1,102	1,151	915	802	744	794	711	861	693
TOTALS	40,016	39,716	40,262	34,582	33,642	32,654	31,679	29,902	26,836	25,525

PASSENGERS AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	1,561	1,840	1,899	1,123	1,523	1,034	1,175	1,058	1,018	951
FEBRUARY	2,001	1,707	1,505	1,122	1,790	805	1,471	1,058	732	1,092
MARCH	5,805	5,167	4,638	5,211	3,244	3,657	3,254	3,170	3,082	2,174
APRIL	7,979	10,540	10,087	8,514	9,868	7,663	8,618	7,793	5,572	4,832
MAY	12,264	11,150	10,469	10,648	12,230	9,555	9,809	8,327	7,528	7,868
JUNE	15,087	13,271	14,246	12,736	11,197	12,061	11,348	11,059	10,148	10,109
JULY	18,745	15,570	15,824	13,495	12,814	13,944	13,921	11,181	10,394	8,644
AUGUST	13,549	12,692	12,633	11,523	10,140	10,419	8,044	8,122	9,012	7,871
SEPTEMBER	7,125	9,966	9,866	6,372	8,127	7,473	6,793	7,677	7,169	6,273
OCTOBER	8,073	8,412	9,588	8,098	7,174	6,940	8,442	6,016	5,094	5,976
NOVEMBER	4,462	4,049	4,082	3,395	3,077	3,459	2,504	4,030	2,058	2,449
DECEMBER	2,296	2,289	2,250	1,869	1,565	1,414	1,538	1,320	1,531	1,339
TOTALS	98,947	96,653	97,087	84,106	82,749	78,424	76,917	70,811	63,338	59,578

HATTERAS ISLAND TO OCRACOKE

VEHICLES AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	4,723	4,729	4,982	2,214	4,265	3,761	3,641	3,592	1,236	2,738
FEBRUARY	4,473	4,432	4,337	2,198	4,302	3,443	3,843	3,629	653	2,878
MARCH	9,049	7,744	7,968	8,490	6,654	6,955	6,185	6,215	5,399	4,277
APRIL	10,996	13,642	14,318	11,030	13,317	13,470	12,092	11,725	9,140	8,426
MAY	18,856	18,360	17,924	16,924	17,430	17,614	17,362	13,705	16,132	14,605
JUNE	25,444	23,622	26,642	22,873	23,459	23,670	23,533	22,356	20,280	18,137
JULY	28,788	27,938	30,638	27,023	27,303	27,938	26,649	25,910	24,387	18,940
AUGUST	26,303	25,691	28,986	24,968	24,172	25,656	18,994	23,503	22,909	20,351
SEPTEMBER	13,311	18,140	20,683	15,258	20,531	15,079	3,707	17,589	18,175	15,391
OCTOBER	13,766	15,518	17,335	14,166	15,749	13,701	9,807	12,213	11,825	15,281
NOVEMBER	8,762	8,507	8,628	7,327	7,044	7,862	6,523	2,721	6,078	5,353
DECEMBER	5,420	5,528	5,188	4,699	4,444	3,989	4,310	2,541	2,985	2,869
TOTALS	169,891	173,851	187,629	157,170	168,670	163,138	136,646	145,699	139,199	129,246

PASSENGERS AS RECORDED IN FISCAL YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	8,499	8,409	8,776	3,848	7,918	6,546	6,309	6,512	1,778	4,921
FEBRUARY	7,930	7,846	7,474	3,696	7,667	5,681	6,659	6,272	1,002	4,954
MARCH	21,480	16,299	16,481	19,303	13,504	14,438	12,879	13,111	11,002	8,252
APRIL	28,412	35,261	36,667	27,671	34,978	35,030	34,811	32,647	20,328	20,043
MAY	46,407	45,325	44,981	43,120	41,855	43,195	43,839	35,488	36,249	36,858
JUNE	72,350	64,927	77,858	69,089	68,067	67,106	68,246	66,750	54,973	53,208
JULY	84,586	81,777	92,698	83,993	82,353	83,733	79,902	73,962	72,942	56,562
AUGUST	76,282	75,261	88,448	75,392	70,097	74,513	57,111	66,477	66,870	59,333
SEPTEMBER	34,393	45,306	53,572	39,445	51,511	38,643	7,668	43,687	44,219	38,946
OCTOBER	31,947	35,798	41,591	33,202	34,962	32,308	21,231	27,270	27,396	34,374
NOVEMBER	19,496	18,073	18,750	15,790	14,595	16,856	13,535	4,857	12,098	10,799
DECEMBER	10,404	10,635	10,083	9,211	8,441	7,274	8,473	4,527	5,758	5,387
TOTALS	442,126	444,917	497,379	423,700	435,948	425,323	360,663	381,560	354,615	333,637

Swan Quarter to Ocracoke CALENDAR YEARS 2009-2014						
	2009	2010	2011	2012	2013	2014
Total Vehicles	11,544	13,360	16,488	16,023	16,114	14,836
Total NC	8,639	10,584	8,078	9,077	9,814	8,608
Total non-NC	2,905	2,776	8,410	6,946	6,300	6,228
Total Passengers	26,546	31,518	38,062	36,283	35,261	33,635

Cedar Island to Ocracoke CALENDAR YEARS 2009-2014						
	2009	2010	2011	2012	2013	2014
Total Vehicles	33,642	32,654	31,679	29,902	26,836	25,525
Total NC	18,323	19,271	15,185	13,912	12,605	13,712
Total non-NC	15,319	13,383	16,494	15,990	14,231	13,551
Total Passengers	82,749	78,424	76,917	70,811	63,338	59,578

Hatteras Island to Ocracoke CALENDAR YEARS 2009-2014						
	2009	2010	2011	2012	2013	2014
Total Vehicles	168,670	163,138	136,646	145,699	139,199	129,246
Total NC						
Total non-NC						
Total Passengers	435,948	425,323	360,663	381,560	354,615	333,637

ALL ROUTES TO OCRACOE

VEHICLES AS RECORDED IN CALENDAR YEARS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
SQ->OI	12,073	12,468	14,492	15,648	11,544	13,360	16,488	16,023	16,114	14,836
CI->OI	40,016	39,716	40,262	34,582	33,642	32,654	31,679	29,902	26,836	25,525
HI->OI	169,891	173,851	187,629	157,170	168,670	163,138	136,646	145,699	139,199	129,246
All Routes	221,980	226,035	242,383	207,400	213,856	209,152	184,813	191,624	182,149	169,607

GENERAL ASSEMBLY OF NORTH CAROLINA
1991 SESSION

CHAPTER 230
HOUSE BILL 784

AN ACT TO AUTHORIZE HYDE COUNTY TO LEVY A ROOM OCCUPANCY
TAX.

The General Assembly of North Carolina enacts:

Section 1. Occupancy tax. (a) Authorization and scope. The Hyde County Board of Commissioners may by resolution, after not less than 10 days' public notice and after a public hearing held pursuant thereto, levy a room occupancy tax of three percent (3%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the county that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations.

(b) Collection. Every operator of a business subject to the tax levied under this section shall, on and after the effective date of the levy of the tax, collect the tax. This tax shall be collected as part of the charge for furnishing a taxable accommodation. The tax shall be stated and charged separately from the sales records, and shall be paid by the purchaser to the operator of the business as trustee for and on account of the county. The tax shall be added to the sales price and shall be passed on to the purchaser instead of being borne by the operator of the business. The county shall design, print, and furnish to all appropriate businesses and persons in the county the necessary forms for filing returns and instructions to ensure the full collection of the tax.

(c) Administration. The county shall administer a tax levied under this section. A tax levied under this section is due and payable to the county finance officer in monthly installments on or before the fifteenth day of the month following the month in which the tax accrues. Every person, firm, corporation, or association liable for the tax shall, on or before the fifteenth day of each month, prepare and render a return on a form prescribed by the county. The return shall state the total gross receipts derived in the preceding month from rentals upon which the tax is levied.

A return filed with the county finance officer under this section is not a public record as defined by G.S. 132-1 and may not be disclosed except as required by law.

(d) Penalties. A person, firm, corporation, or association who fails or refuses to file the return required by this section shall pay a penalty of ten dollars

(\$10.00) for each day's omission. In case of failure or refusal to file the return or pay the tax for a period of 30 days after the time required for filing the return or for paying the tax, there shall be an additional tax, as a penalty, of five percent (5%) of the tax due in addition to any other penalty, with an additional tax of five percent (5%) for each additional month or fraction thereof until the tax is paid. The board of commissioners may, for good cause shown, compromise or forgive the additional tax penalties imposed by this subsection.

Any person who willfully attempts in any manner to evade a tax imposed under this section or who willfully fails to pay the tax or make and file a return shall, in addition to all other penalties provided by law, be guilty of a misdemeanor and shall be punishable by a fine not to exceed one thousand dollars (\$1,000), imprisonment not to exceed six months, or both.

(e) Use of tax revenue. Hyde County may use the proceeds of the occupancy tax for any public purpose.

(f) Effective date of levy. A tax levied under this section shall become effective on the date specified in the resolution levying the tax. That date must be the first day of a calendar month, however, and may not be earlier than the first day of the second month after the date the resolution is adopted.

(g) Repeal. A tax levied under this section may be repealed by a resolution adopted by the Hyde County Board of Commissioners. Repeal of a tax levied under this section shall become effective on the first day of a month and may not become effective until the end of the fiscal year in which the repeal resolution was adopted. Repeal of a tax levied under this section does not affect a liability for a tax that was attached before the effective date of the repeal, nor does it affect a right to a refund of a tax that accrued before the effective date of the repeal.

Sec. 2. This act is effective upon ratification.

In the General Assembly read three times and ratified this the 5th day of June, 1991.

James C. Gardner
President of the Senate

Daniel Blue, Jr.
Speaker of the House of Representatives

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 1991

CHAPTER 806
HOUSE BILL 1344

AN ACT TO MODIFY THE PROVISIONS GOVERNING EXPENDITURE OF THE
HYDE COUNTY OCCUPANCY TAX.

The General Assembly of North Carolina enacts:

Section 1. Section 1(e) of Chapter 230 of the 1991 Session Laws reads as rewritten:

"(e) Use of tax revenue. Hyde County may use the proceeds of the occupancy tax for any public purpose. The county shall spend ninety percent (90%) of the proceeds collected on the mainland only for the direct benefit of the mainland. The board of commissioners shall appoint a five-member mainland advisory board whose members are all residents of the mainland. The board of commissioners shall set the terms of office of the members. The mainland advisory board shall advise the board of commissioners on the expenditure of tax proceeds for the direct benefit of the mainland. The county shall spend ninety percent (90%) of the proceeds collected on Ocracoke only for the direct benefit of the island. The board of commissioners shall appoint a five-member island advisory board whose members are all residents of the island. The board of commissioners shall set the terms of office of the members. Two of the members shall be appointed upon the recommendation of the Ocracoke Civic and Business Association, Inc. The island advisory board shall advise the board of commissioners on the expenditure of tax proceeds for the direct benefit of the island."

Sec. 2. This act becomes effective July 1, 1992.

In the General Assembly read three times and ratified this the 30th day of June, 1992.

James C. Gardner
President of the Senate

Daniel Blue, Jr.
Speaker of the House of Representatives

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2005

SESSION LAW 2006-128
HOUSE BILL 882

AN ACT CREATING A TAXING DISTRICT IN OCRACOCKE TOWNSHIP FOR
THE PURPOSE OF AUTHORIZING THE LEVY OF A ROOM OCCUPANCY
AND TOURISM DEVELOPMENT TAX.

The General Assembly of North Carolina enacts:

SECTION 1. Occupancy Tax. – The Ocracoke Township Taxing District is created. It is coterminous with Ocracoke Township in Hyde County. The Ocracoke Township Taxing District is a body politic and corporate and has the power to carry out the provisions of this act. The Hyde County Board of Commissioners shall serve ex officio as the governing body of the district, and the officers of the county shall serve as the officers of the governing body of the district. A simple majority of the governing body constitutes a quorum, and approval by a majority of those present is sufficient to determine any matter before the governing body, if a quorum is present.

SECTION 2. Authorization and Scope. – The governing body of Ocracoke Township Taxing District may levy a room occupancy tax of up to two percent (2%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the district that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales or room occupancy tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations when furnished in furtherance of their nonprofit purpose.

SECTION 3. Administration. – A tax levied under this act shall be levied, administered, collected, and repealed as provided in G.S. 153A-155, as if it were a county. The penalties provided in G.S. 153A-155 apply to a tax levied under this act.

SECTION 4. Distribution and Use of Tax Revenue. – Ocracoke Township Taxing District shall, on a quarterly basis, distribute the net proceeds of the occupancy tax to the Ocracoke Township Tourism Development Authority created pursuant to Section 5 of this act. The Authority shall use at least two-thirds of the proceeds distributed to it to promote travel and tourism in the district and shall use the remainder for tourism-related expenditures in the district. In accordance with the North Carolina Constitution and the United States Constitution, the tax proceeds may be used only for the direct benefit of Ocracoke Township. None of the proceeds may be used to promote travel or tourism in areas within Hyde County that are outside of the district or for tourism-related expenditures in the county that are outside of the district.

The following definitions apply in this act:

- (1) Net proceeds. – Gross proceeds less the cost to the district of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.
- (2) Promote travel and tourism. – To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.
- (3) Tourism-related expenditures. – Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in a district or to attract tourists or business travelers to the district. The term includes tourism-related capital expenditures.

SECTION 5.(a) Ocracoke Township Tourism Development Authority. – Appointment and Membership. – The Board of Commissioners of Hyde County shall adopt a resolution creating the Ocracoke Township Tourism Development Authority, which shall be a public authority under the Local Government Budget and Fiscal Control Act. The Tourism Development Authority shall have five members in addition to the Finance Officer. The resolution shall provide for the membership of the Authority, including the members' terms of office, and for the filling of vacancies on the Authority. At least one-third of the members must be individuals affiliated with businesses that collect the tax in the district, and at least one-half of the members must be individuals currently active in the promotion of travel and tourism in the district. The Board of Commissioners shall designate one member of the Authority as chair and shall determine the compensation, if any, to be paid to members of the Authority.

The Authority shall meet at the call of the chair and shall adopt rules of procedure to govern its meetings. The Finance Officer for Hyde County shall be the ex officio finance officer of the Authority.

SECTION 5.(b) Duties. – The Authority shall expend the net proceeds of the tax levied under this act for the purposes provided in Section 4 of this act. The Authority shall promote travel and tourism in the district and make tourism-related expenditures in the district.

SECTION 5.(c) Reports. – The Authority shall report quarterly and at the close of the fiscal year to the Hyde County Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the board may require.

SECTION 6. G.S. 153A-215(g) reads as rewritten:

"(g) This section applies only to Alleghany, Anson, Brunswick, Buncombe, Cabarrus, Camden, Carteret, Craven, Cumberland, Currituck, Dare, Davie, Duplin, Durham, Franklin, Granville, Halifax, Madison, Montgomery, Nash, New Hanover, Pasquotank, Pender, Person, Randolph, Richmond, Rockingham, Rowan, Scotland, Stanly, Transylvania, Tyrrell, Vance, and Washington Counties, to Watauga County

District U, and to the Township of Averasboro in Harnett ~~County~~ County and the Ocracoke Township Taxing District."

SECTION 7. This act is effective when it becomes law.

In the General Assembly read three times and ratified this the 19th day of July, 2006.

s/ Beverly E. Perdue
President of the Senate

s/ James B. Black
Speaker of the House of Representatives

OCCUPANCY TAX		(TAKEN FROM REVENUE REPORTS)											
		10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHLY	RUNNING	PENALTY	AMT PD		
2010-2011		10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL	10.3270.1000	AMT PD		
JUNE as of 7/31		64.77	582.93	647.70	7126.21	64135.85	71262.06	71909.76	71909.76	0.00	71909.76		
JULY as of 8/31		55.56	500.04	555.60	11083.58	99752.18	110835.76	111391.36	183301.12	0.00	111391.36		
AUGUST as of 9/30		49.90	449.14	499.04	7700.40	69303.60	77004.00	77503.04	260804.16	0.00	77503.04		
SEPTEMBER as of 10/31		38.62	347.53	386.15	4030.98	36278.77	40309.75	40695.90	301500.06	0.00	40695.90		
OCTOBER as of 11/30		60.85	547.63	608.48	3143.59	28292.32	31435.91	32044.39	333544.45	96.01	32140.40		
NOVEMBER as of 12/31		76.42	687.79	764.21	1009.07	9081.59	10090.66	10854.87	344399.32	0.00	10854.87		
DECEMBER as of 1/31		105.74	951.67	1057.41	245.20	2206.75	2451.95	3509.36	347908.68	0.00	3509.36		
JANUARY as of 2/28		148.19	1333.68	1481.87	167.83	1510.47	1678.30	3160.17	351068.85	0.00	3160.17		
FEBRUARY as of 3/31		38.80	349.08	387.88	182.77	1645.02	1827.79	2215.67	353284.52	0.00	2215.67		
MARCH as of 4/30		35.00	315.05	350.05	531.71	4785.31	5317.02	5667.07	358951.59	30.00	5697.07		
APRIL as of 5/31		34.75	312.62	347.37	2211.49	19903.28	22114.77	22462.14	381413.73	0.00	22462.14		
MAY as of 6/30		52.58	473.26	525.84	4289.66	38606.90	42896.56	43422.40	424836.13	10.00	43432.40		
% Collected		761.18	6850.42	7611.60	41722.49	375502.04	417224.53	424836.13		136.01	424972.14		
CHECK %s		TOTAL	10%	ADJ	90%	ADJ		BUDGETED 90%		Left to Collect 90%			
MAINLAND		7611.60	761.16	0.02	6850.44	-0.02		6500.00		-350.42	-5.39%		
OCRA COKE		417224.53	41722.45	0.04	375502.08	-0.04		321300.00		-54202.04	-16.87%		
		424836.13	42483.61		382352.52								

OCCUPANCY TAX											
(TAKEN FROM REVENUE REPORTS)											
2012-2013	10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHLY	RUNNING	PENALTY	AMT PD	
MONTH	10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL			
JUNE as of 7/31	60.10	540.88	600.98	8205.28	73847.47	82052.75	82653.73	82653.73	0.00	82653.73	
JULY as of 8/31	58.01	522.05	580.06	10712.91	96416.23	107129.14	107709.20	190362.93	0.00	107709.20	
AUGUST as of 9/30	83.43	750.82	834.25	7408.74	66678.67	74087.41	74921.66	265284.59	30.76	74952.42	
SEPTEMBER as of 10/31	82.28	740.51	822.79	4689.38	42204.42	46893.80	47716.59	313001.18	0.00	47716.59	
OCTOBER as of 11/30	31.39	282.47	313.86	2722.12	24499.08	27221.20	27535.06	340536.24	0.00	27535.06	
NOVEMBER as of 12/31	96.57	869.10	965.67	873.91	7865.14	8739.05	9704.72	350240.96	0.00	9704.72	
DECEMBER as of 1/31	154.94	1394.46	1549.40	313.90	2824.69	3138.59	4687.99	354928.95	0.00	4687.99	
JANUARY as of 2/28	151.30	1361.70	1513.00	161.72	1455.45	1617.17	3130.17	358059.12	0.00	3130.17	
FEBRUARY as of 3/31	54.70	492.30	547.00	159.28	1433.50	1592.78	2139.78	360198.90	0.00	2139.78	
MARCH as of 4/30	43.94	395.49	439.43	860.55	7744.93	8605.48	9044.91	369243.81	0.00	9044.91	
APRIL as of 5/31	49.20	442.79	491.99	1489.23	13403.05	14892.28	15384.27	384628.08	0.00	15384.27	
MAY as of 6/30	63.40	570.62	634.02	3926.58	35339.17	39265.75	39899.77	424527.85	10.00	39909.77	
% Collected	929.26	8363.19	9292.45	41523.60	373711.80	415235.40	424527.85	424527.85	40.76	424568.61	
CHECK %s	TOTAL	ADJ	ADJ	90%	ADJ		BUDGETED 90%		Left to Collect 90%		
MAINLAND	9292.45	929.25	0.01	8363.21	-0.02		6500.00		-1863.19	-28.66%	
OCRA COKE	415235.40	41523.54	0.06	373711.86	-0.06		335800.00		-37911.80	-11.29%	
	424527.85	42452.78		382075.06							

Total Ocracoke Occupancy Tax Collected						
	2010	2011	2012	2013	2014	
January	\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02	
February	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79	
March	\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17	
April	\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	\$20,856.63	
May	\$42,810.73	\$42,896.56	\$43,780.50	\$39,265.75	\$45,103.26	
June	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90	
July	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32	
August	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	\$95,106.39	
September	\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56	
October	\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.53	
November	\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12	
December	\$2,451.95	\$4,968.15	\$3,138.59	\$6,670.04		
TOTALS	\$ 415,178.55	\$ 411,193.22	\$ 427,250.03	\$ 425,657.60	\$ 442,347.69	

Potential TDA Revenue				
	OT Collected (3%)	Total Lodging Revenue	Additional 2%	Additional 1%
2010	\$415,178.55	\$13,839,285.00	\$276,785.70	\$138,392.85
2011	\$411,193.22	\$13,706,440.66	\$274,128.81	\$137,064.41
2012	\$427,250.03	\$14,241,667.66	\$284,833.35	\$142,416.68
2013	\$425,657.60	\$14,188,586.66	\$283,771.73	\$141,885.87
2014	\$442,347.69	\$14,744,923.00	\$294,898.46	\$147,449.23

Direct Tourism	\$55,250.00
Indirect Tourism	\$54,550.00
Community Oriented	\$489,682.00

Direct	Amount	Line Item
		\$30,000 Lewis Advertising
		\$10,000 OCBA Travel/Tourism Director
		\$12,750 OCBA Tourism promotion
		\$2,500 Hyde Chamber
TOTAL		\$55,250

Indirect	Amount	Line Item
		\$10,000 Lifeguards
		\$26,000 Pirate Jamboree
		\$2,000 British Cemetery Ceremony
		\$12,050 Fourth of July
		\$4,500 Ocrafolk Festival
TOTAL		\$54,550

Community	Amount	Line Item
		\$46,250 Community Center
		\$14,497 Community Center Repairs
		\$5,000 Boy Scouts
		\$48,000 Ocracoke Commnity Park
		\$10,000 OPS
		\$80,000 OVFD
		\$1,590 Frieids of the Library
		\$180,000 Hyde EMS
		\$35,000 Ocracoke Child Care
		\$21,345 Ocracoke Chile Care
		\$7,500 McClees Consulting
		\$40,500 WOVV
TOTAL		\$489,682

Marketing Survey of Ocracoke Lodging Businesses

via telephone with 9/12/2014

- What kind of advertising mediums do you use?
 - Local rack cards
 - Yes, old and pricey
 - On the walking map
 - Local newspaper – print or online
 - Used to, but got so expensive
 - Regional news outlets – print or online
 - Advertise with AAA, which is the biggest, put in their tour book
 - Get 10% discount and have to honor senior discount
 - Organizational fee \$1200 fees, real ads \$1500-2500
 - Magazines
 - Used to do fishing magazine and watersports, our state
- Do you have a target audience?
 - Raleigh, Winston, Charlottesville are
- When do you start advertising for the summer season?
 - Tend to do local causes – school, fire dept.
- Do you hire an advertiser? Do you find marketing stressful?
 - No, always did it personally
- Do you ask customers how they found you? What are the most common responses?
 - Word of mouth, family
 - Have 3rd generation families, big repeat business
- Do you think your current marketing efforts are effective?
 - Yes, but only to a point
- What is your average length of stay?
 - Used to be 1 week, down to 2-3 days
- Do you advertise specials?
 - We slide our rates around, and don't charge more for the weekend. Beginning of Sept. we went into October rates, which is a lot cheaper.
 - Used to do four rate schedules.
- Do you belong to any other local business groups that do marketing?
 - OCBA
- What do you think draws people to Ocracoke and your business?
 - One of the few places under \$100
- Do you have a marketing goal for next year?
 - Basically, we know when people call we say we have a budget that we've always met.
- What kind of publications would you like to see Ocracoke featured in?
 - Southern Living. Ocracoke made the cover one time.
 - Our State

Marketing Survey of Ocracoke Lodging Businesses

via telephone with 9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, advertise on variety of periodicals and quasi-
 - Observers, island free press, obx sentinel
 - B&B.com, 10-15 online directories
- Do you have a target audience?
 - Don't target any geographic area
 - NCBBI- North Carolina Bed & Breakfast Inns
- Are you open year-round?
 - Except January
- When do you start advertising for the season?
 - Ongoing process, annualized
- Approximately how much do you spend on advertising each year?
 - 10% of annual operating cost - \$15,000: includes operating the website
- Do you hire an advertiser?
 - No, take advice from outlets
- Do you ask customers how they found you? What are the most common responses?
 - Yes, typically online. Word of mouth. Lot of returning guests
- Do you think your current marketing efforts are effective?
 - Wish we had a better means of measuring that effectiveness. There is a service called google analytics, that we subscribe to, every quarter we get a read out on the principal sources of online referral and what device it was done on
- What is your average length of stay?
 - 2-3 days occasionally 1 week
- Do you advertise specials?
 - We do and have done in the past, we got into specials with dinner reservations, massage,
 - 10% discounts for returning guests, military, and stays of 5 nights or more. Advertise through trip advisor
- Do you belong to any other local business groups that do marketing?
 - OBX chamber, Hyde County Chamber, OCBA
 - NCBBI
 - PAII, Professional Association of Inns and Innkeepers – more for conferences and business advice, not marketing
- Do you have a marketing goal for next year?
 - Play this by ear, review if we're happy with the plan
- What kind of publications would you like to see Ocracoke featured in?
 - We have worked with Raleigh N&O, Richmond, Washingtonian
 - Sundae is doing a great job with advertising
 - OurState

Marketing Survey of Ocracoke Lodging Businesses

[REDACTED] via telephone with [REDACTED] 9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Online booking, trip advisor, rack cards, mail them to welcome visitors
 - Regional radio, regional TV, regional news (print/online)
 - Virginia pilot – didn't get much business from that
 - OneBoat Guide (\$1000/year)
- Do you have a target audience?
 - No, mixed bag. Lot of Europeans, Virginia, Florida, SC, NC
 - No kids, no pets. Mainly couples
- Are you open year-round?
 - No, closed Mid Nov - Feb
- When do you start advertising for the season?
 - Probably around May. Don't have the funds until that time
- Approximately how much do you spend on advertising each year?
 - \$5,000K
- Do you hire an advertiser?
 - No
- Do you ask customers how they found you? What are the most common responses?
 - Most of the time it's the internet, google search, tripadvisor, fodors.
- What is your average length of stay?
 - 3 days
- Do you advertise specials?
 - No
- Do you belong to any other local business groups that do marketing?
 - OCBA
 - One Boat
 - Used to do the chamber but didn't get much from it.
- Do you have a marketing goal for next year?
 - I would like to get back to where we were in 2007/2008
- What kind of publications would you like to see Ocracoke featured in?
 - We've been in the New York Times, Dr. Beach,
 - Southern Living! OurState
 - Bob Garner – NC TV

Out of the blue she said "I hope the occupancy tax doesn't go up."

Marketing Survey of Ocracoke Lodging Businesses

via telephone with /23/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, WOVV, website, facebook
 - Regional radio, regional TV, regional news (print/online)
 - Oneboat guide, AAA, advertise for the marine in different waterway guides
- Do you have a target audience?
 - Boat, Norfolk, Richmond, eastern NC, travelers, walk-ins from the ferry
- Are you open year-round?
 - Closed first of December, re-open mid march
- When do you start advertising for the season?
 - Ongoing
- Approximately how much do you spend on advertising each year?
 - 1K/month ~\$12,000
- Do you hire an advertiser?
 - No, we have a local manager that handles marketing
- Do you ask customers how they found you? What are the most common responses?
 - Internet and walk-ins, repeat/word of mouth
 - The marina hosts several boat groups per year, which flows over to the hotel
- Do you think your current marketing efforts are effective?
 - Yes. We've been watching it over the years
- What is your average length of stay?
 - Mostly 1-3 days, sometimes 1 week stays in a suite
- Do you advertise specials?
 - The only thing we advertise is on the website, summer special discount or fall special discount
 - Have tried to put out specials in local newspapers to drum up business
- Do you belong to any other local business groups that do marketing?
 - OCBA, board of pirate jamboree, donate through the school, both chambers
 - ThinkOcracoke
- Do you have a marketing goal for next year?
 - No
- What kind of publications would you like to see Ocracoke featured in?
 - Our State
 - Southern Living or Coastal Living
 - One thing that would help if the OBX Chamber would recognize Ocracoke



Marketing Survey of Ocracoke Lodging Businesses

For more information, contact:

Sarah Johnson (252) 542-0842

sarah.johnson@hydecountync.gov

The Hyde County Office of Planning and Economic Development is researching marketing on Ocracoke Island. This brief survey will help us understand what marketing strategies Ocracoke's lodging industry currently utilizes. If you prefer to discuss the survey questions over the telephone, please call Sarah Johnson at (252) 542-0842.

Basic Operations

Are you open all year?

☒ Yes

☐ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☒ 2 nights

☐ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☒ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☐ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☐ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☐ \$5,000-10,000

☒ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☒ Yes

☐ No

If YES, what are the most common responses? ONLINE, REPEAT CUSTOMERS,
REFERRALS

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

OUR STATE

Additional Comments

About You (optional)

Name

Business

Phone

Email

Thank you for your participation!



Marketing Survey of Ocracoke Lodging Businesses

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sarah.johnson@hydecountync.gov

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Basic Operations

Are you open all year?

☒ Yes

☐ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☒ 2 nights

☐ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☐ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☒ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☒ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☐ \$5,000-10,000

☐ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target? _____

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time: _____

When guests book a stay, do you ask how they found you?

☐ Yes

☒ No

If YES, what are the most common responses? _____

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials? _____

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they? _____

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other: _____

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

Comments are limited to 1000 characters. Please use the space below to provide any additional information or feedback. Your comments will be used for internal review only.

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About You (optional)

Name

Business

Phone

Email

Thank you for your participation!

For more information, contact:
Sarah Johnson (252) 542-0342
sarah.johnson@hydecountync.gov

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Basic Operations

Are you open all year?

- ☐ Yes
- ☒ No

If no, what months are you closed? _____

What is your typical guests' average length of stay?

- ☐ 1 night
- ☒ 2 nights
- ☐ 3 nights
- ☐ 3-5 nights
- ☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

- ☐ Local rack cards, local radio, local news (online/print)
- ☐ Regional radio, regional news (online/print), regional TV
- ☒ Online directories
- ☐ Magazines
- ☐ Other: _____

Do you hire an advertiser or work with a consultant?

- ☐ Yes
- ☒ No
- ☐ Only on certain projects

Approximately how much do you spend on advertising each year?

- ☐ \$100-500
- ☐ \$500-2,500
- ☐ \$2,500-5,000
- ☒ \$5,000-10,000
- ☐ \$10,000-25,000
- ☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☐ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☐ Yes

☒ No

If YES, what are the most common responses?

Do you advertise specials?

☐ Yes

☐ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☒ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

About You (optional)

Name

Business

Phone

Email



Marketing Survey of Ocracoke Lodging Businesses

For more information, contact:

Sarah Johnson (252) 542-0842

sarah.johnson@hydecountync.gov

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Basic Operations

Are you open all year?

☐ Yes

☒ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☐ 2 nights

☒ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☒ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☐ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☐ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☒ \$5,000-10,000

☐ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☒ Yes

☐ No

If YES, what are the most common responses?

on-line

Do you advertise specials?

☒ Yes

☐ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

Comments are limited to 1000 characters. You can use the following symbols: letters, numbers, hyphens, underscores, and spaces. Comments are not automatically saved. You can save your comments at any time by clicking the "Save" button.

About You (optional)

Name

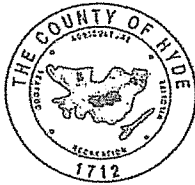
Business

Phone

Email

Information is optional. You can leave this section blank. You can use the following symbols: letters, numbers, hyphens, underscores, and spaces. Information is not automatically saved. You can save your information at any time by clicking the "Save" button.

Thank you for your participation!



Marketing Survey of Ocracoke Lodging Businesses

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Basic Operations

Are you open all year?

- ☐ Yes ☒ Mostly (rent rooms off cell phone)
☐ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

- ☐ 1 night
☒ 2 nights
☐ 3 nights
☐ 3-5 nights
☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

- ☒ Local rack cards, local radio, local news (online/print)
☐ Regional radio, regional news (online/print), regional TV
☒ Online directories
☐ Magazines
☐ Other:

Do you hire an advertiser or work with a consultant?

- ☐ Yes
☒ No
☐ Only on certain projects

Approximately how much do you spend on advertising each year?

- ☐ \$100-500
☐ \$500-2,500
☒ \$2,500-5,000
☐ \$5,000-10,000
☐ \$10,000-25,000
☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☐ Yes

☒ No

If YES, what are the most common responses?

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☐ Yes

☐ No

☒ Mostly

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Regional newspapers - Wilmington, Raleigh, Tidewater VA,
Richmond, VA. - Also around Philadelphia, PA & Ohio.
Lots like us from Philly & Ohio

Additional Comments

When the island is full, its full-like summertime.
More advertising in EARLY spring & fall. Early
springs are much slower than they used to be.

About You (optional)

Name

Business

Phone

Email

Thank you for your participation!

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- School of Government, University of North Carolina. *Occupancy Tax Overview; Updated through 2013 Regular Session*. Retrieved from <http://canons.sog.unc.edu/wp-content/uploads/2013/11/OCCUPANCY-TAX-OVERVIEW-TABLE.pdf>

- (1) Net proceeds. – Gross proceeds less the cost to the district of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.
- (2) Promote travel and tourism. – To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.
- (3) Tourism-related expenditures. – Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in a district or to attract tourists or business travelers to the district. The term includes tourism-related capital expenditures.

SECTION 5.(a) Ocracoke Township Tourism Development Authority. – Appointment and Membership. – The Board of Commissioners of Hyde County shall adopt a resolution creating the Ocracoke Township Tourism Development Authority, which shall be a public authority under the Local Government Budget and Fiscal Control Act. The Tourism Development Authority shall have five members in addition to the Finance Officer. The resolution shall provide for the membership of the Authority, including the members' terms of office, and for the filling of vacancies on the Authority. At least one-third of the members must be individuals affiliated with businesses that collect the tax in the district, and at least one-half of the members must be individuals currently active in the promotion of travel and tourism in the district. The Board of Commissioners shall designate one member of the Authority as chair and shall determine the compensation, if any, to be paid to members of the Authority.

The Authority shall meet at the call of the chair and shall adopt rules of procedure to govern its meetings. The Finance Officer for Hyde County shall be the ex officio finance officer of the Authority.

SECTION 5.(b) Duties. – The Authority shall expend the net proceeds of the tax levied under this act for the purposes provided in Section 4 of this act. The Authority shall promote travel and tourism in the district and make tourism-related expenditures in the district.

SECTION 5.(c) Reports. – The Authority shall report quarterly and at the close of the fiscal year to the Hyde County Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the board may require.

SECTION 6. G.S. 153A-215(g) reads as rewritten:

"(g) This section applies only to Alleghany, Anson, Brunswick, Buncombe, Cabarrus, Camden, Carteret, Craven, Cumberland, Currituck, Dare, Davie, Duplin, Durham, Franklin, Granville, Halifax, Madison, Montgomery, Nash, New Hanover, Pasquotank, Pender, Person, Randolph, Richmond, Rockingham, Rowan, Scotland, Stanly, Transylvania, Tyrrell, Vance, and Washington Counties, to Watauga County

District U, and to the Township of Averasboro in Harnett County ~~County~~ and the Ocracoke Township Taxing District."

SECTION 7. This act is effective when it becomes law.

In the General Assembly read three times and ratified this the 19th day of July, 2006.

s/ Beverly E. Perdue
President of the Senate

s/ James B. Black
Speaker of the House of Representatives

OCCUPANCY TAX									
(TAKEN FROM REVENUE REPORTS)									
2009-2010 MONTH	10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHLY	RUNNING	PENALTY
	10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL	10.3270.1000
JUNE as of 7/31	54.72	492.46	547.18	6913.39	62220.49	69133.88	69681.06	69681.06	0.00
JULY as of 8/31	55.82	502.26	558.08	8958.79	80628.96	89587.75	90145.83	159826.89	0.00
AUGUST as of 9/30	50.45	453.99	504.44	9056.65	81509.62	90566.27	91070.71	250897.60	0.00
SEPTEMBER as of 10/31	105.56	949.89	1055.45	4252.80	38274.97	42527.77	43583.22	294480.82	0.00
OCTOBER as of 11/30	62.70	564.31	627.01	2939.07	26451.39	29390.46	30017.47	324498.29	0.00
NOVEMBER as of 12/31	68.06	612.44	680.50	1200.68	10806.10	12006.78	12687.28	337185.57	0.00
DECEMBER as of 1/31	110.70	996.29	1106.99	351.45	3162.79	3514.24	4621.23	341806.80	0.00
JANUARY as of 2/28	158.13	1423.18	1581.31	232.72	2094.29	2327.01	3908.32	345715.12	0.00
FEBRUARY as of 3/31	50.50	454.48	504.98	141.59	1274.33	1415.92	1920.90	347636.02	0.00
MARCH as of 4/30	21.34	192.05	213.39	568.57	5117.02	5685.59	5898.98	353335.00	0.00
APRIL as of 5/31	19.06	171.49	190.55	1954.92	17594.29	19549.21	19739.76	373274.76	0.00
MAY as of 6/30	70.12	630.98	701.10	4281.07	38529.66	42810.73	43511.83	416786.59	0.00
% Collected	827.16	7443.82	8270.98	40851.70	367663.91	408515.61	416786.59	416786.59	0.00
CHECK %s	TOTAL	10%	ADJ	90%	ADJ		BUDGETED 90%		Left to Collect 90%
MAINLAND	8270.98	827.10	0.06	7443.88	-0.06		6500.00		-943.82
OCRACOKE	408515.61	40851.56	0.14	367664.05	-0.14		335000.00		-32663.91
	416786.59	41678.66		375107.93					-9.75%

OCCUPANCY TAX		(TAKEN FROM REVENUE REPORTS)											
2012-2013		10% MAIN	90% MAIN	MAIN		10% OCRA	90% OCRA	OCRA		MONTHLY	RUNNING		
MONTH		10.3270.0049	75.3270.0048	TOTAL		10.3270.0000	76.3270.0000	TOTAL		TOTAL	TOTAL	10.3270.1000	PENALTY
JUNE as of 7/31		60.10	540.88	600.98		8205.28	73847.47	82052.75		82653.73	82653.73	0.00	82653.73
JULY as of 8/31		58.01	522.05	580.06		10712.91	96416.23	107129.14		107709.20	190362.93	0.00	107709.20
AUGUST as of 9/30		83.43	750.82	834.25		7408.74	66678.67	74087.41		74921.66	265284.59	30.76	74952.42
SEPTEMBER as of 10/31		82.28	740.51	822.79		4689.38	42204.42	46893.80		47716.59	313001.18	0.00	47716.59
OCTOBER as of 11/30		31.39	282.47	313.86		2722.12	24499.08	27221.20		27535.06	340536.24	0.00	27535.06
NOVEMBER as of 12/31		96.57	869.10	965.67		873.91	7865.14	8739.05		9704.72	350240.96	0.00	9704.72
DECEMBER as of 1/31		154.94	1394.46	1549.40		313.90	2824.69	3138.59		4687.99	354928.95	0.00	4687.99
JANUARY as of 2/28		151.30	1361.70	1513.00		161.72	1455.45	1617.17		3130.17	358059.12	0.00	3130.17
FEBRUARY as of 3/31		54.70	492.30	547.00		159.28	1433.50	1592.78		2139.78	360198.90	0.00	2139.78
MARCH as of 4/30		43.94	395.49	439.43		860.55	7744.93	8605.48		9044.91	369243.81	0.00	9044.91
APRIL as of 5/31		49.20	442.79	491.99		1489.23	13403.05	14892.28		15384.27	384628.08	0.00	15384.27
MAY as of 6/30		63.40	570.62	634.02		3926.58	35339.17	39265.75		39899.77	424527.85	10.00	39909.77
% Collected		929.26	8363.19	9292.45		41523.60	373711.80	415235.40		424527.85	424527.85	40.76	424568.61
CHECK %s		TOTAL	10%	ADJ		90%	ADJ			BUDGETED 90%			
MAINLAND		9292.45	929.25	0.01		8363.21	-0.02			6500.00			Left to Collect 90%
OCRACOKE		41523.40	41523.54	0.06		373711.86	-0.06			335800.00			-1863.19
		424527.85	42452.78			382075.06							-37911.80
													-28.66%
													-11.29%

OCCUPANCY TAX									
(TAKEN FROM REVENUE REPORTS)									
2013-2014	10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHLY	RUNNING	
MONTH	10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL	10.3270.1000
JUNE as of 7/31	72.57	653.08	725.65	8482.92	76346.32	84829.24	85554.89	85554.89	29.96
JULY as of 8/31	100.33	902.92	1003.25	10116.68	91050.16	101166.84	102170.09	187724.98	0.00
AUGUST as of 9/30	76.74	690.61	767.35	8974.00	80766.04	89740.04	90507.39	278232.37	
SEPTEMBER as of 10/31	120.17	1081.51	1201.68	4114.17	37027.58	41141.75	42343.43	320575.80	41.27
OCTOBER as of 11/30	53.04	477.34	530.38	2676.80	24091.23	26768.03	27298.41	347874.21	0.00
NOVEMBER as of 12/31	72.73	654.61	727.34	936.83	8431.37	9368.20	10095.54	357969.75	0.00
DECEMBER as of 1/31	153.91	1385.19	1539.10	667.00	6003.04	6670.04	8209.14	366178.89	0.00
JANUARY as of 2/28	148.20	1333.78	1481.98	186.10	1674.92	1861.02	3343.00	369521.89	0.00
FEBRUARY as of 3/31	35.30	317.73	353.03	101.78	916.01	1017.79	1370.82	370892.71	35.25
MARCH as of 4/30	48.35	435.18	483.53	429.52	3865.65	4295.17	4778.70	375671.41	0.00
APRIL as of 5/31	36.47	328.20	364.67	2083.66	18770.97	20856.63	21221.30	396892.71	0.00
MAY as of 6/30	33.02	297.19	330.21	4510.33	40592.93	45103.26	45433.47	442326.18	10.00
% Collected	950.83	8557.34	9508.17	43281.79	389536.22	432818.01	442326.18	442326.18	116.48
CHECK %s	TOTAL	10%	ADJ	90%	ADJ		BUDGETED 90%	Left to Collect 90%	
MAINLAND	9508.17	950.82	0.01	8557.35	-0.01		6500.00	-2057.34	-31.65%
OCRA COKE	432818.01	43281.80	-0.01	389536.21	0.01		335800.00	-53736.22	-16.00%
	442326.18	44232.62		398093.56					

Total Ocracoke Occupancy Tax Collected					
	2010	2011	2012	2013	2014
January	\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02
February	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79
March	\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17
April	\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	\$20,856.63
May	\$42,810.73	\$42,896.56	\$43,780.50	\$39,265.75	\$45,103.26
June	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90
July	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32
August	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	\$95,106.39
September	\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56
October	\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.53
November	\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12
December	\$2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	
TOTALS	\$ 415,178.55	\$ 411,193.22	\$ 427,250.03	\$ 425,657.60	\$ 442,347.69

Potential TDA Revenue				
	OT Collected (3%)	Total Lodging Revenue	Additional 2%	Additional 1%
2010	\$415,178.55	\$13,839,285.00	\$276,785.70	\$138,392.85
2011	\$411,193.22	\$13,706,440.66	\$274,128.81	\$137,064.41
2012	\$427,250.03	\$14,241,667.66	\$284,833.35	\$142,416.68
2013	\$425,657.60	\$14,188,586.66	\$283,771.73	\$141,885.87
2014	\$442,347.69	\$14,744,923.00	\$294,898.46	\$147,449.23

Direct Tourism	\$55,250.00
Indirect Tourism	\$54,550.00
Community Oriented	\$489,682.00

Direct	Amount	Line Item
		\$30,000 Lewis Advertising
		\$10,000 OCBA Travel/Tourism Director
		\$12,750 OCBA Tourism promotion
		\$2,500 Hyde Chamber
TOTAL		\$55,250

Indirect	Amount	Line Item
		\$10,000 Lifeguards
		\$26,000 Pirate Jamboree
		\$2,000 British Cemetery Ceremony
		\$12,050 Fourth of July
		\$4,500 Ocrafolk Festival
TOTAL		\$54,550

Community	Amount	Line Item
		\$46,250 Community Center
		\$14,497 Community Center Repairs
		\$5,000 Boy Scouts
		\$48,000 Ocracoke Community Park
		\$10,000 OPS
		\$80,000 OVFD
		\$1,590 Friends of the Library
		\$180,000 Hyde EMS
		\$35,000 Ocracoke Child Care
		\$21,345 Ocracoke Child Care
		\$7,500 McClees Consulting
		\$40,500 WOVV
TOTAL		\$489,682

Marketing Survey of Ocracoke Lodging Businesses

via telephone with 9/12/2014

- What kind of advertising mediums do you use?
 - Local rack cards
 - Yes, old and pricey
 - On the walking map
 - Local newspaper – print or online
 - Used to, but got so expensive
 - Regional news outlets – print or online
 - Advertise with AAA, which is the biggest, put in their tour book
 - Get 10% discount and have to honor senior discount
 - Organizational fee \$1200 fees, real ads \$1500-2500
 - Magazines
 - Used to do fishing magazine and watersports, our state
- Do you have a target audience?
 - Raleigh, Winston, Charlottesville are
- When do you start advertising for the summer season?
 - Tend to do local causes – school, fire dept.
- Do you hire an advertiser? Do you find marketing stressful?
 - No, always did it personally
- Do you ask customers how they found you? What are the most common responses?
 - Word of mouth, family
 - Have 3rd generation families, big repeat business
- Do you think your current marketing efforts are effective?
 - Yes, but only to a point
- What is your average length of stay?
 - Used to be 1 week, down to 2-3 days
- Do you advertise specials?
 - We slide our rates around, and don't charge more for the weekend. Beginning of Sept. we went into October rates, which is a lot cheaper.
 - Used to do four rate schedules.
- Do you belong to any other local business groups that do marketing?
 - OCBA
- What do you think draws people to Ocracoke and your business?
 - One of the few places under \$100
- Do you have a marketing goal for next year?
 - Basically, we know when people call we say we have a budget that we've always met.
- What kind of publications would you like to see Ocracoke featured in?
 - Southern Living. Ocracoke made the cover one time.
 - Our State

Marketing Survey of Ocracoke Lodging Businesses

via telephone with 9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, advertise on variety of periodicals and quasi-
 - Observers, island free press, obx sentinel
 - B&B.com, 10-15 online directories
 - Do you have a target audience?
 - Don't target any geographic area
 - NCBBI- North Carolina Bed & Breakfast Inns
 - Are you open year-round?
 - Except January
 - When do you start advertising for the season?
 - Ongoing process, annualized
 - Approximately how much do you spend on advertising each year?
 - 10% of annual operating cost - \$15,000: includes operating the website
 - Do you hire an advertiser?
 - No, take advice from outlets
 - Do you ask customers how they found you? What are the most common responses?
 - Yes, typically online. Word of mouth. Lot of returning guests
 - Do you think your current marketing efforts are effective?
 - Wish we had a better means of measuring that effectiveness. There is a service called google analytics, that we subscribe to, every quarter we get a read out on the principal sources of online referral and what device it was done on
 - What is your average length of stay?
 - 2-3 days occasionally 1 week
 - Do you advertise specials?
 - We do and have done in the past, we got into specials with dinner reservations, massage,
 - 10% discounts for returning guests, military, and stays of 5 nights or more. Advertise through trip advisor
 - Do you belong to any other local business groups that do marketing?
 - OBX chamber, Hyde County Chamber, OCBA
 - NCBBI
 - PAII, Professional Association of Inns and Innkeepers – more for conferences and business advice, not marketing
 - Do you have a marketing goal for next year?
 - Play this by ear, review if we're happy with the plan
 - What kind of publications would you like to see Ocracoke featured in?
 - We have worked with Raleigh N&O, Richmond, Washingtonian
 - Sundae is doing a great job with advertising
 - OurState
-

Marketing Survey of Ocracoke Lodging Businesses

[redacted] via telephone with [redacted] 9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Online booking, trip advisor, rack cards, mail them to welcome visitors
 - Regional radio, regional TV, regional news (print/online)
 - Virginia pilot – didn't get much business from that
 - OneBoat Guide (\$1000/year)
- Do you have a target audience?
 - No, mixed bag. Lot of Europeans, Virginia, Florida, SC, NC
 - No kids, no pets. Mainly couples
- Are you open year-round?
 - No, closed Mid Nov - Feb
- When do you start advertising for the season?
 - Probably around May. Don't have the funds until that time
- Approximately how much do you spend on advertising each year?
 - \$5,000K
- Do you hire an advertiser?
 - No
- Do you ask customers how they found you? What are the most common responses?
 - Most of the time it's the internet, google search, tripadvisor, fodors.
- What is your average length of stay?
 - 3 days
- Do you advertise specials?
 - No
- Do you belong to any other local business groups that do marketing?
 - OCBA
 - One Boat
 - Used to do the chamber but didn't get much from it.
- Do you have a marketing goal for next year?
 - I would like to get back to where we were in 2007/2008
- What kind of publications would you like to see Ocracoke featured in?
 - We've been in the New York Times, Dr. Beach,
 - Southern Living! OurState
 - Bob Garner – NC TV

Out of the blue she said "I hope the occupancy tax doesn't go up."

Marketing Survey of Ocracoke Lodging Businesses

via telephone with /23/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, WOVV, website, facebook
 - Regional radio, regional TV, regional news (print/online)
 - Oneboat guide, AAA, advertise for the marine in different waterway guides
- Do you have a target audience?
 - Boat, Norfolk, Richmond, eastern NC, travelers, walk-ins from the ferry
- Are you open year-round?
 - Closed first of December, re-open mid march
- When do you start advertising for the season?
 - Ongoing
- Approximately how much do you spend on advertising each year?
 - 1K/month ~\$12,000
- Do you hire an advertiser?
 - No, we have a local manager that handles marketing
- Do you ask customers how they found you? What are the most common responses?
 - Internet and walk-ins, repeat/word of mouth
 - The marina hosts several boat groups per year, which flows over to the hotel
- Do you think your current marketing efforts are effective?
 - Yes. We've been watching it over the years
- What is your average length of stay?
 - Mostly 1-3 days, sometimes 1 week stays in a suite
- Do you advertise specials?
 - The only thing we advertise is on the website, summer special discount or fall special discount
 - Have tried to put out specials in local newspapers to drum up business
- Do you belong to any other local business groups that do marketing?
 - OCBA, board of pirate jamboree, donate through the school, both chambers
 - ThinkOcracoke
- Do you have a marketing goal for next year?
 - No
- What kind of publications would you like to see Ocracoke featured in?
 - Our State
 - Southern Living or Coastal Living
 - One thing that would help if the OBX Chamber would recognize Ocracoke



Marketing Survey of Ocracoke Lodging Businesses

For more information, contact:

Sarah Johnson (252) 542-0842

sarah.johnson@hydecountync.gov

The Hyde County Office of Planning and Economic Development is researching marketing on Ocracoke Island. This brief survey will help us understand what marketing strategies Ocracoke's lodging industry currently utilizes. If you prefer to discuss the survey questions over the telephone, please call Sarah Johnson at (252) 542-0842.

Basic Operations

Are you open all year?

☒ Yes

☐ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☒ 2 nights

☐ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☒ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☐ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☐ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☐ \$5,000-10,000

☒ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☒ Yes

☐ No

If YES, what are the most common responses? ONLINE, REPEAT CUSTOMERS,
REFERRALS

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

OUR STATE

Additional Comments

About You (optional)

Name

Business

Phone

Email

Thank you for your participation!



Marketing Survey of Ocracoke Lodging Businesses

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If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☒ 2 nights

☐ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☐ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☒ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☒ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☐ \$5,000-10,000

☐ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☐ Yes

☒ No

If YES, what are the most common responses?

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

Additional Comments

Additional Comments

Additional Comments

Additional Comments

About You (optional)

Name

Business

Phone

Email

Name

Business

Phone

Email

Thank you for your participation!

For more information, contact:
Sarah Johnson (252) 542-0842
sarah.johnson@hydecountync.gov

The Hyde County Office of Planning and Economic Development is researching marketing on Ocracoke Island. This brief survey will help us understand what marketing strategies Ocracoke's lodging industry currently utilizes. If you prefer to discuss the survey questions over the telephone, please call Sarah Johnson at (252) 542-0842.

Basic Operations

Are you open all year?

- ☐ Yes
- ☒ No

If NO, what months are you closed? *April, May, October, November*

What is your typical guests' average length of stay?

- ☐ 1 night
- ☒ 2 nights
- ☐ 3 nights
- ☐ 3-5 nights
- ☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

- ☐ Local rack cards, local radio, local news (online/print)
- ☐ Regional radio, regional news (online/print), regional TV
- ☒ Online directories
- ☐ Magazines
- ☐ Other:

Do you hire an advertiser or work with a consultant?

- ☐ Yes
- ☒ No
- ☐ Only on certain projects

Approximately how much do you spend on advertising each year?

- ☐ \$100-500
- ☐ \$500-2,500
- ☐ \$2,500-5,000
- ☒ \$5,000-10,000
- ☐ \$10,000-25,000
- ☐ \$25,000+

Do you have a target audience?

☐ Yes

☐ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☐ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☐ Yes

☐ No

If YES, what are the most common responses?

Do you advertise specials?

☐ Yes

☐ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☐ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☐ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☒ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

About You (optional)

Name

Business

Phone

Email



Marketing Survey of Ocracoke Lodging Businesses

For more information, contact:

Sarah Johnson (252) 542-0842

sarah.johnson@hydecountync.gov

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Basic Operations

Are you open all year?

☐ Yes

☒ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

☐ 1 night

☐ 2 nights

☒ 3 nights

☐ 3-5 nights

☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

☒ Local rack cards, local radio, local news (online/print)

☐ Regional radio, regional news (online/print), regional TV

☒ Online directories

☐ Magazines

☐ Other: _____

Do you hire an advertiser or work with a consultant?

☐ Yes

☒ No

☐ Only on certain projects

Approximately how much do you spend on advertising each year?

☐ \$100-500

☐ \$500-2,500

☐ \$2,500-5,000

☒ \$5,000-10,000

☐ \$10,000-25,000

☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target?

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time:

When guests book a stay, do you ask how they found you?

☒ Yes

☐ No

If YES, what are the most common responses?

on-line

Do you advertise specials?

☒ Yes

☐ No, but my rates change by season

If YES, what kind of specials?

Do you think your current marketing efforts are successful?

☒ Yes

☐ No

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they?

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

About You (optional)

Name

Business

Phone

Email

Thank you for your participation!



Marketing Survey of Ocracoke Lodging Businesses

For more information, contact:

Sarah Johnson (252) 542-0842

sarah.johnson@hydecountync.gov

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Basic Operations

Are you open all year?

- ☐ Yes ☒ Mostly (rent rooms off cell phone)
☐ No

If NO, what months are you closed?

What is your typical guests' average length of stay?

- ☐ 1 night
☒ 2 nights
☐ 3 nights
☐ 3-5 nights
☐ 1 week or more

Marketing Strategies

What kind of marketing do you do? (Please circle all that apply)

- ☒ Local rack cards, local radio, local news (online/print)
☐ Regional radio, regional news (online/print), regional TV
☒ Online directories
☐ Magazines
☐ Other:

Do you hire an advertiser or work with a consultant?

- ☐ Yes
☒ No
☐ Only on certain projects

Approximately how much do you spend on advertising each year?

- ☐ \$100-500
☐ \$500-2,500
☒ \$2,500-5,000
☐ \$5,000-10,000
☐ \$10,000-25,000
☐ \$25,000+

Do you have a target audience?

☐ Yes

☒ No

If YES, what groups or geographical areas do you target? _____

When do you start advertising for the season?

☒ It's an ongoing process

☐ Specific time: _____

When guests book a stay, do you ask how they found you?

☐ Yes

☒ No

If YES, what are the most common responses? _____

Do you advertise specials?

☐ Yes

☒ No, but my rates change by season

If YES, what kind of specials? _____

Do you think your current marketing efforts are successful?

☐ Yes

☐ No

☒ Mostly

Do you have a marketing goal for next year?

☐ Yes

☒ No

If YES, what are they? _____

Do you belong to any umbrella business groups that do advertising?

☒ Ocracoke Civic & Business Association

☒ Hyde County Chamber of Commerce

☒ Outer Banks Chamber of Commerce

☐ Think Ocracoke

☐ Other: _____

What kind of publications would you like to see Ocracoke featured in?

Regional newspapers - Wilmington, Raleigh, Tidewater VA,
Edmond, VA. - Also around Philadelphia, PA & Ohio.
Lots like us from Philly & Ohio

Additional Comments

When the island is full, its full - like summertime.
More advertising in EARLY Spring & fall. Early
Springs are much slower than they used to be.

About You (optional)

Name

Business

Phone

Email

Thank you for your participation!

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